

Media kit 2026

NEW ZEALAND MARKETING



Advertise

Email

dan.prestige@scg.net.nz

About NEW ZEALAND **MARKETING**

Essential industry intelligence.

NZ Marketing is one of the country's most trusted professional business magazines.

Our mission

We want to help marketers in Aotearoa excel in their careers – and our print, digital, social and event channels combine to make that happen

Practical approach

NZ Marketing's highly skilled team examines complex topics, distilling the key features and presenting valuable information in an easily digestible format

Original content

We commission research and publish exclusive interviews, opinion and case studies from top industry figures

Quality intel

Our journalists work with industry leaders to deliver expert analysis, useful content and essential insight for the marketing community

NEW ZEALAND **MARKETING** awards & events

The best fun.

Each year, *NZ Marketing* magazine and event partner the Marketing Association stage the glittering YouTube NZ Marketing Awards. Join us, won't you?



Dedicated

The YouTube NZ Marketing Awards is the only awards programme in Aotearoa to focus on the disciplines and benefits of great marketing

Prestigious

These fiercely competitive awards set the bar for marketers in this country – just being nominated is a significant achievement, while a win can be career defining

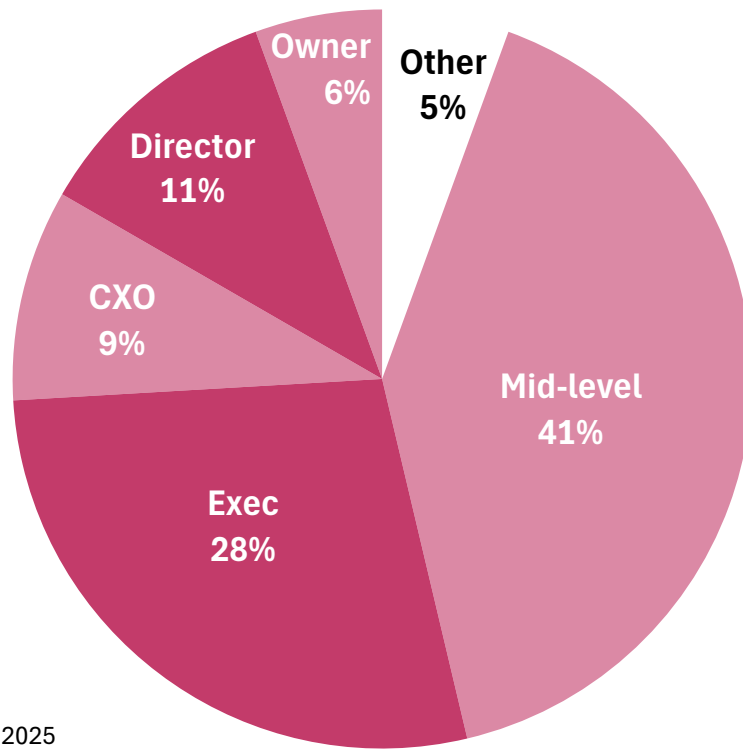
Sponsorship opportunities

Email dan.prestige@scg.net.nz to get involved

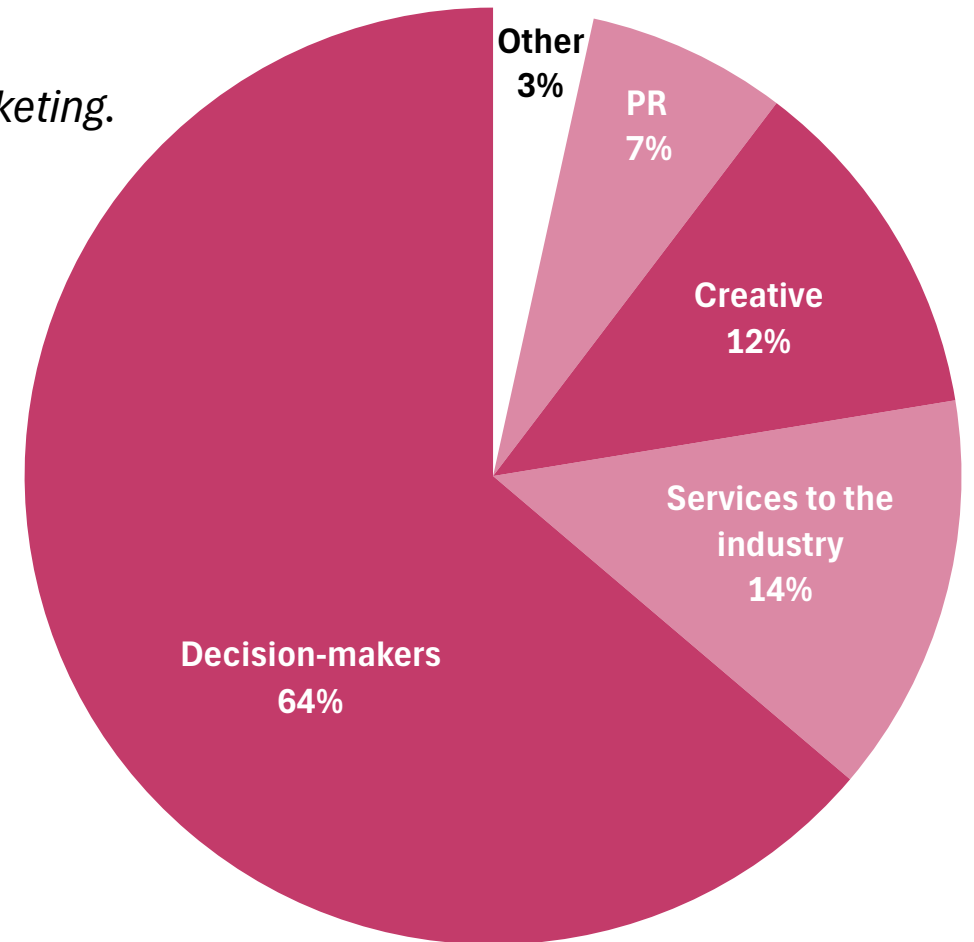
The NEW ZEALAND **MARKETING** audience

People who matter.

Key marketing, advertising and media decision-makers read *NZ Marketing*.



Reader profiles



Source: Reader survey 2025

The NEW ZEALAND **MARKETING** metrics

Numbers you can count on.

NZ Marketing magazine has a strong subscription and distribution base, with an engaged digital readership.

Magazine

NZ Marketing has 2000+ subscribers across print and digital – and an estimated readership of 10,000

Website

We average 48.7k monthly page views at nzmarketingmag.co.nz and readers stay for 2min 59sec per session

eDM

Our email newsletter is sent to more than 700 subscribers every fortnight – the average open rate is 47.7%

Socials

NZ Marketing has more than 2,300 followers on LinkedIn, or find us on Facebook, YouTube and Instagram

Sources: Subscriber records, Google Analytics (May-Oct 2025), Campaign Monitor (Jan-Nov 2025)

What NEW ZEALAND **MARKETING** delivers

Essential eyeballs.

NZ Marketing is endorsed by the NZ Marketing Association, whose members are paid subscribers. The magazine is also distributed to advertising and media agencies.

Targeted audience

NZ Marketing showcases your brand directly to top marketers – 64% of readers are decision makers

Trusted environment

Our contextually relevant print and online platforms inspire confidence in your brand

Required reading

NZ Marketing is the go-to publication for industry professionals in Aotearoa

Decision makers

Our readers are senior communications professionals – between them, they specify more than \$2 billion per annum in marketing spend

Publication dates 2026

Quarterly.

Everything you need to know in a freshly curated issue four times a year.

**Issue 86:
Mar-May
2026**

On sale
Mar 16, 2026

**Issue 87:
June-Aug
2026**

On sale
June 1, 2026

**Issue 88:
Sept-Nov
2026**

On sale
Sept 7, 2026

**Issue 89:
Dec 2026-
Feb 2027**

On sale
Dec 7, 2026



NEW ZEALAND **MARKETING** issue themes for 2026

Issue 86: Mar-May 2026

On sale
Mar 16, 2026

- **Does marketing need a rebrand?**
Enough with the 'department of colouring-in'. We're the engine that makes the boat go faster.
- **It's a wrap**
Why the right packaging delights consumers + new eco materials.

Issue 88: Sept-Nov 2026

On sale
Sept 7, 2026

- **YouTube NZ Marketing Awards**
Who took home the trophies, why they won and what the judges say.
- **Smells like success**
Sensory shopping and the role of aroma, audio and touch in the purchasing process.

Issue 87: June-Aug 2026

On sale
June 1, 2026

- **Meet the founders**
A who's who of agency founders from across the motu. Why they took the leap and what's working.
- **How to talk to teenagers**
Beyond TikTok: cause marketing and social media plus kidfluencers unboxed.

Issue 89: Dec 2026- Feb 2027

On sale
Dec 7, 2026

- **Trend forecast 2027**
Batter up! Here comes essential intel to hit home runs in 2027.
- **Aotearoa accent**
From talking te reo to always blowing on the pie, local culture is a winning asset. Here's why we should make more of it.

Rates: display ads & inserts

Bold and beautiful.

Make a statement and deliver maximum impact with a brand advert in print.

Covers

Outside back

\$3,500

Inside front

\$3,500

Inside front

+ page 1

\$5,000

Inserts & tip-ons

Standard size
(210mm x 275mm)

\$1,800

Non-standard size
POA

Run of mag

Full page

\$3,000

Double page spread

\$4,700

Half page vertical

\$1,800

Specs

For Ts&Cs,
dimensions
and deadlines, visit
[nzmarketingmag.co.nz/
advertise-with-
nz-marketing](http://nzmarketingmag.co.nz/advertise-with-nz-marketing)

All prices in NZ\$, quoted exclusive of GST and agency commission bearing

Rates: paid content in print

It's all about you.

Advertorials deliver your undiluted message to readers – and generative search engines.

Wordcounts

Full page

500 words + 2 images

DPS

800 words + up to
5 images

Q&A

Full page

\$4,500

DPS

\$5,500

Double scoop

Add a full page ad

\$1,500

Book 2 issues

10% discount

Interview

Full page

\$5,500

DPS

\$6,500

Supplied content

Full page

\$4,000

DPS

\$5,000

Print articles also appear online
Get in touch to talk about 3 or 4-page options

Booking dates and deadlines 2026

Issue 86: Mar-May 2026

On sale
Mar 16, 2026

- **Advertorial**
Booking deadline: Jan 7
Copy & images: Jan 21
Final approval: Feb 5
- **Brand ads** (supplied)
Booking deadline: Jan 21
Material deadline: Feb 12

Issue 88: Sept-Nov 2026

On sale
Sept 7, 2026

- **Advertorial**
Booking deadline: July 1
Copy & images: July 22
Final approval: July 31
- **Brand ads** (supplied)
Booking deadline: July 22
Material deadline: August 6

Issue 87: June-Aug 2026

On sale
June 1, 2026

- **Advertorial**
Booking deadline: March 25
Copy & images: April 15
Final approval: April 24
- **Brand ads** (supplied)
Booking deadline: April 15
Material deadline: April 30

Issue 89: Dec 2026- Feb 2027

On sale
Dec 7, 2026

- **Advertorial**
Booking deadline: Sept 30
Copy & images: Oct 21
Final approval: Oct 30
- **Brand ads** (supplied)
Booking deadline: Oct 21
Material deadline: Nov 5

Rates: paid content digital only

Go live any time.

Deliver your stories digitally between magazines.
We'll amplify online articles to increase engagement.

Solus eDM

One-off send

Your undiluted message
emailed directly to 200+
subscribers

\$500

Average open rate

40.4%

Co-creation: interview

We work together

1 article

\$1,800

4 articles

\$6,200

Co-creation: Q&A

We email questions

1 article

\$1,300

4 articles

\$4,200

Supplied content

Advertiser to write

1 article

\$850

4 article series

\$3,000

Note: Solus eDMs can't be amplified
Source: Campaign Monitor Feb-Aug 2025

Rates: digital display ads

Online, all the time.

Stay all week on our website, and pop into our subscribers' inboxes in the newsletter.

Go up top

Megaheader
\$1,000

Leaderboard
\$700

Wallpaper skins
\$800 (web only)

Rectangles

MREC 1
\$600

MREC 2
\$400

Large tower
\$700 (web only)

To book

Email
dan.prestige@scg.net.nz

Specs

For Ts&Cs,
dimensions
and deadlines, visit
[nzmarketingmag.co.nz/
advertise](http://nzmarketingmag.co.nz/advertise)

NEW ZEALAND **MARKETING** digital positions

Where are we going?

Here's where your creative will appear on the site.

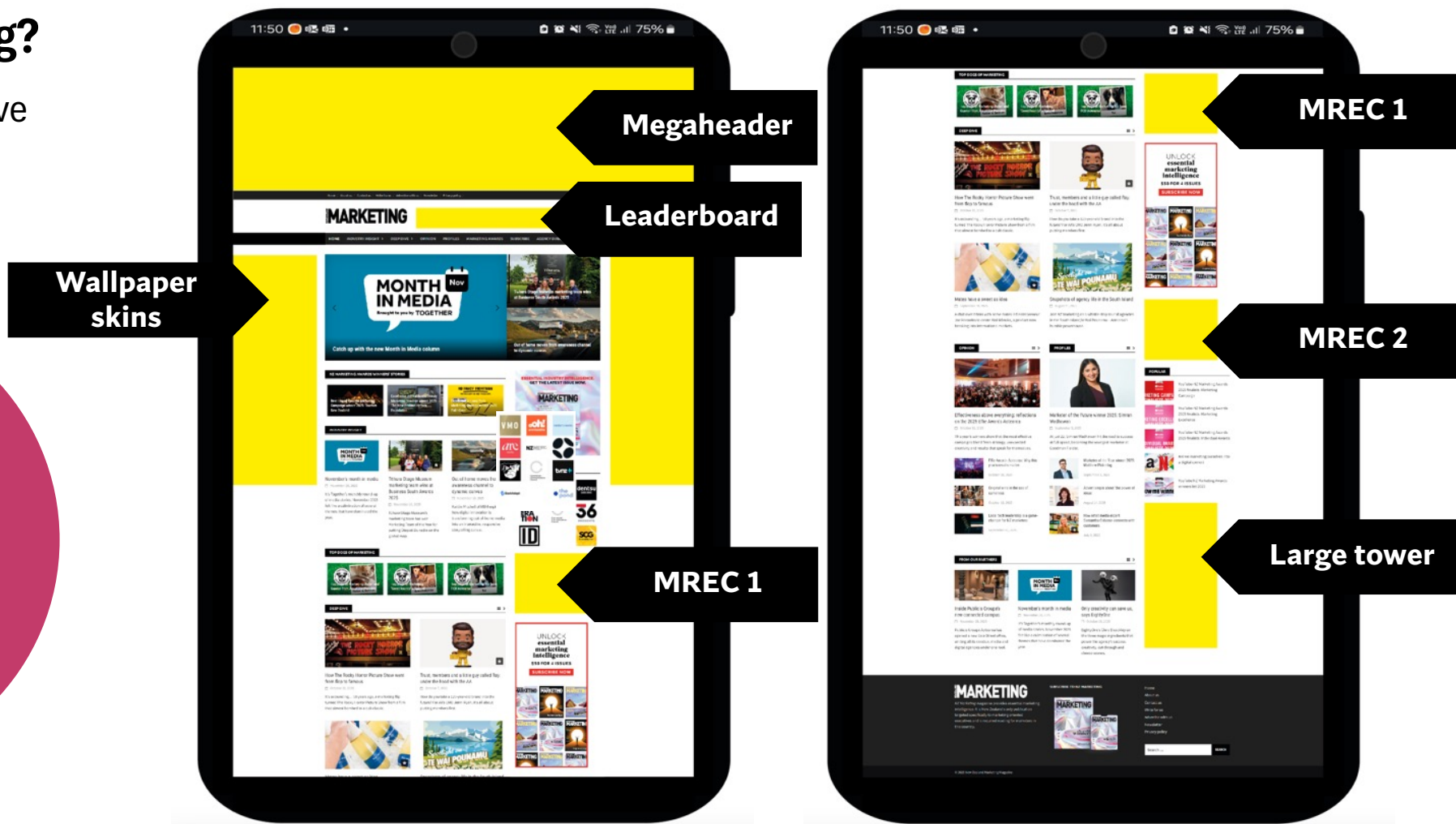
To book

Email

[dan.prestige@](mailto:dan.prestige@scg.net.nz)

scg.net.nz

to secure your spot
on the site



Why go for NEW ZEALAND **MARKETING** gold sponsorship?

**You're the best, right?
Claim your place.**

Gold sponsorship delivers more than just a spot on the website.

Brand alignment

Affiliate your brand with *NZ Marketing*, Aotearoa's only bespoke title for marketing-focused executives

Trusted environment

Our contextually relevant platform inspires confidence in your brand

Brand awareness

Constant presence with a quality, engaged audience on the website and in eDMs

Prestige

Cement your position as a leading organisation in Aotearoa's marketing and comms landscape

NEW ZEALAND MARKETING gold sponsorship package

Over 12 months, you get all this:

- Your logo in a dedicated section on every page of nzmarketingmag.co.nz
- Always-on logo tile on website and all fortnightly newsletters
- Media/display advertising package to the value of \$9k that can be used across website banners, solus eDMs or paid branded content – online or in the magazine
- Your logo in every issue of *NZ Marketing* magazine
- You'll be our first choice of expert commentary for relevant editorial features across *NZ Marketing* magazine and StopPress®
- 20% discount on display advertising (rack rate) across *NZ Marketing*, nzmarketingmag.co.nz, StopPress.co.nz and Idealog.co.nz
- Minimum annual reach: 620,000

Annual rate: \$12k + GST

